

FIG 1

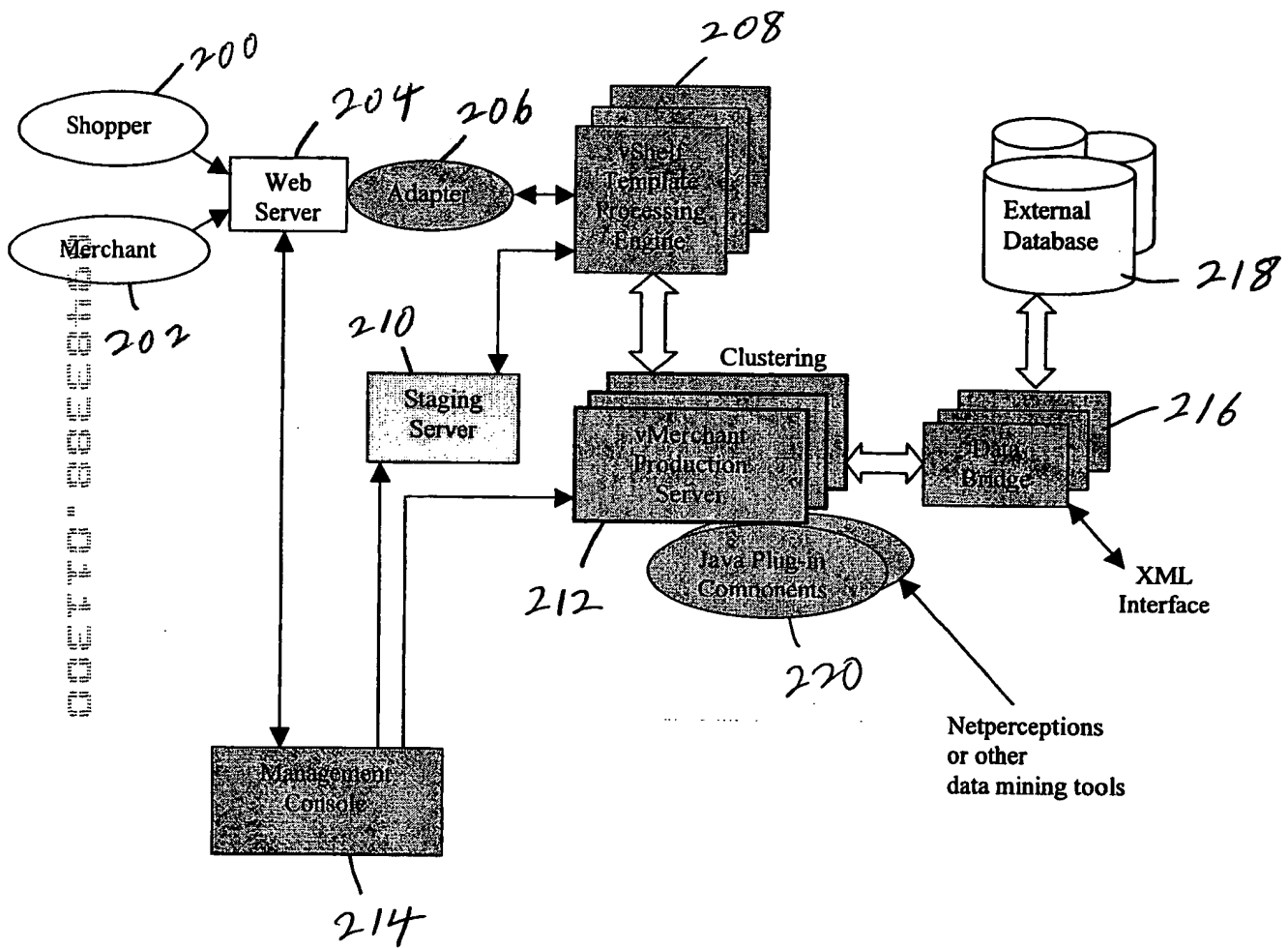


FIG 2

Display a marketing object container & icon — 300

Present marketing attributes — 302

Select a marketing attribute to associate with the marketing object container — 304

Present marketing objects that are compatible with the selected marketing attribute — 306

Select marketing object(s) for insertion in the marketing object container — 308

FIG 3

Technical department sets up a web page and incorporates marketing object containers 400

Site visitor accesses web server 404

Present web page including marketing object containers 406

Input marketing object container ID to server 410

Server returns display object data for marketing object container and invokes a style template 412



FIG 4A

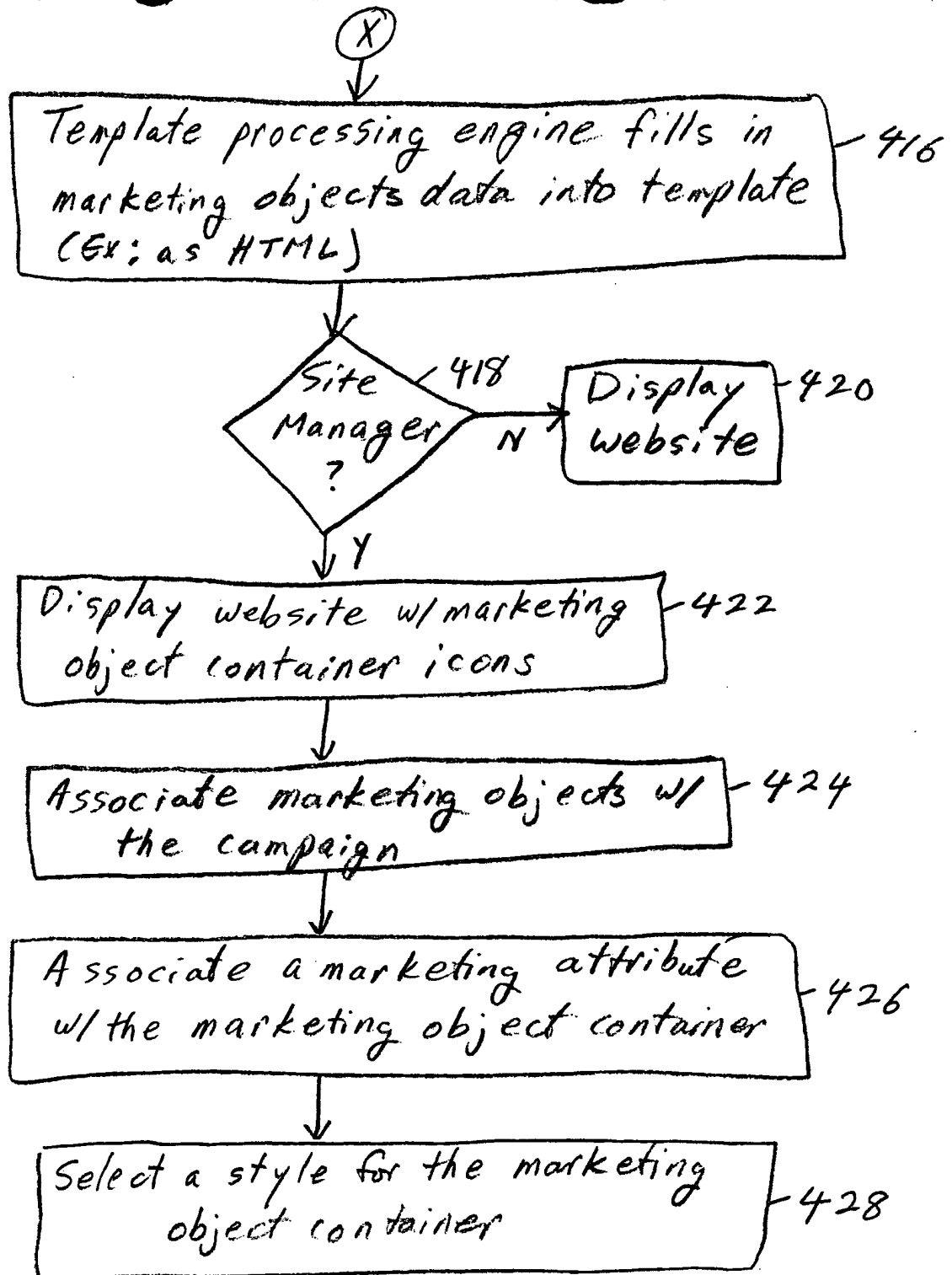


FIG 4B



Input marketing object container ID - 600

look up feature binding - 602

Determine which offers are associated w/ selected features - 604

Determine style template ID associated w/ feature - 606

Select an offer - 608

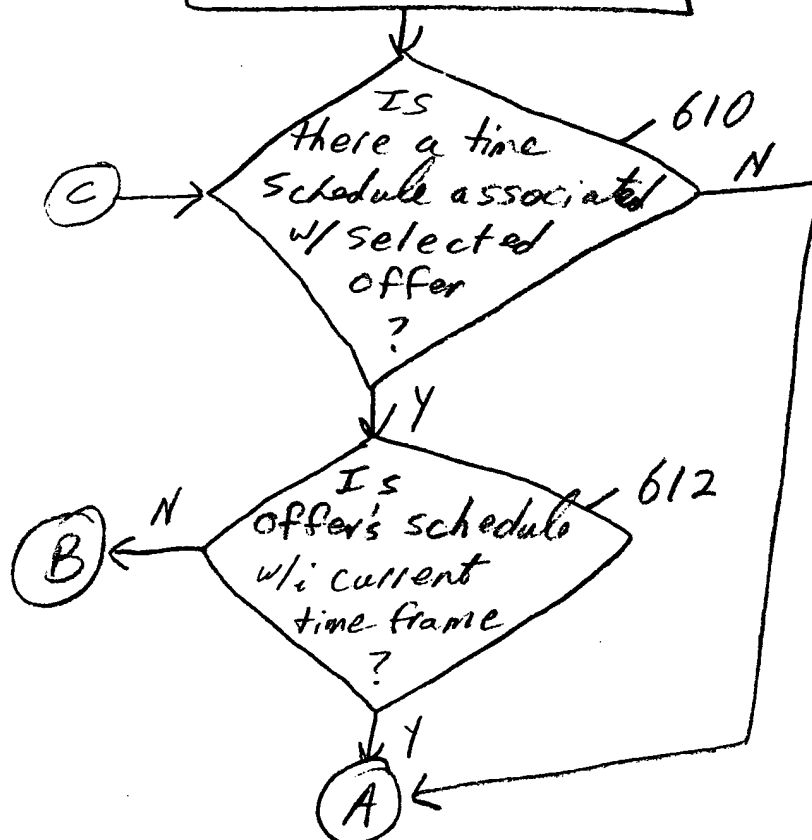


FIG 6A

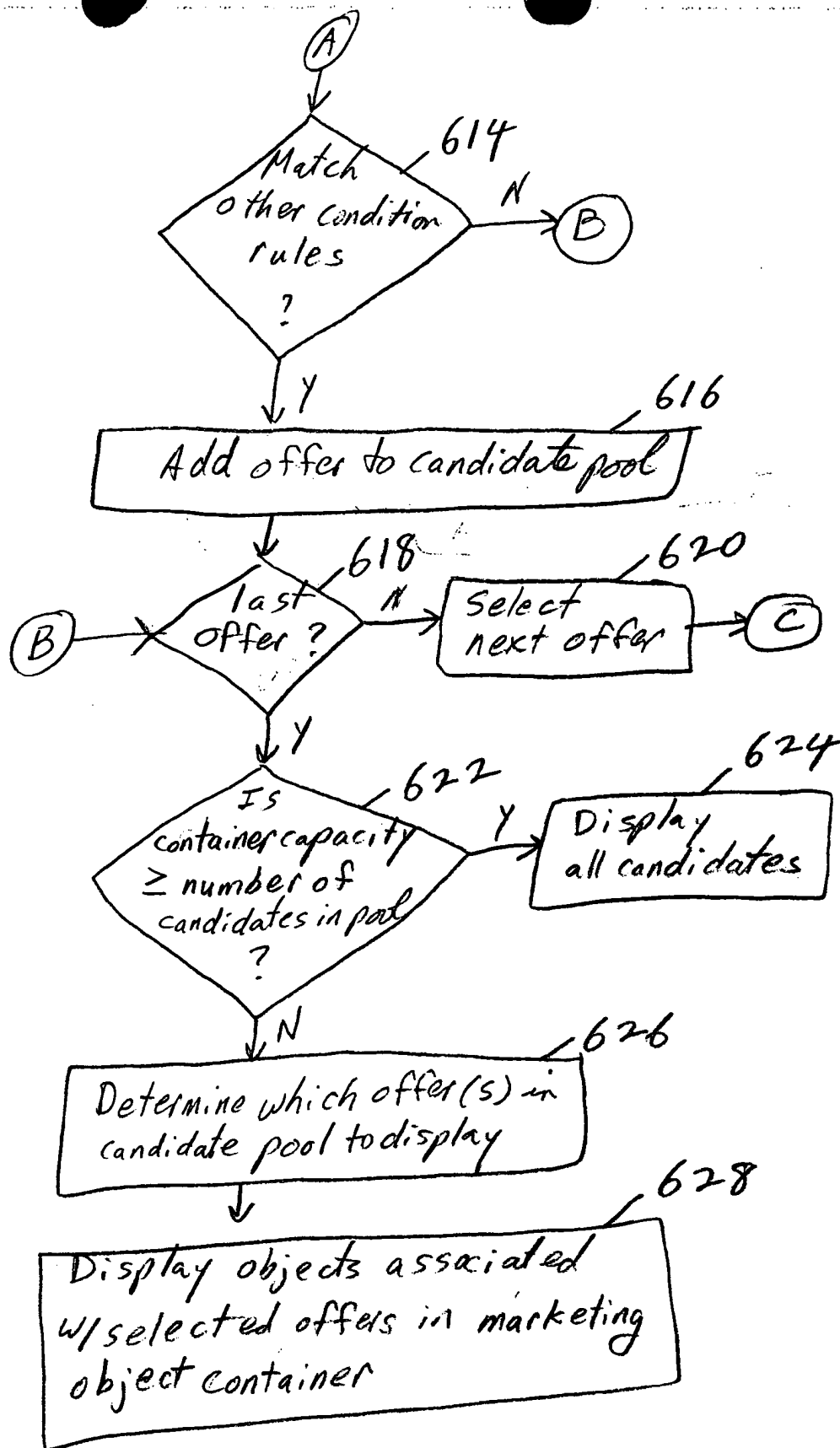


FIG 6B

Feature Table

| Feature | Current item | Item |
|------------|--------------|--------------|
| Cross Sell | Canon Camera | Camera pouch |
| Cross Sell | Canon Camera | slide pager |
| up sell | Canon Camera | Nikon Camera |

700

FIG 7B

Feature binding

| Marketing Object Container ID | Feature |
|-------------------------------|------------|
| 102 | Cross sell |

FIG 7A

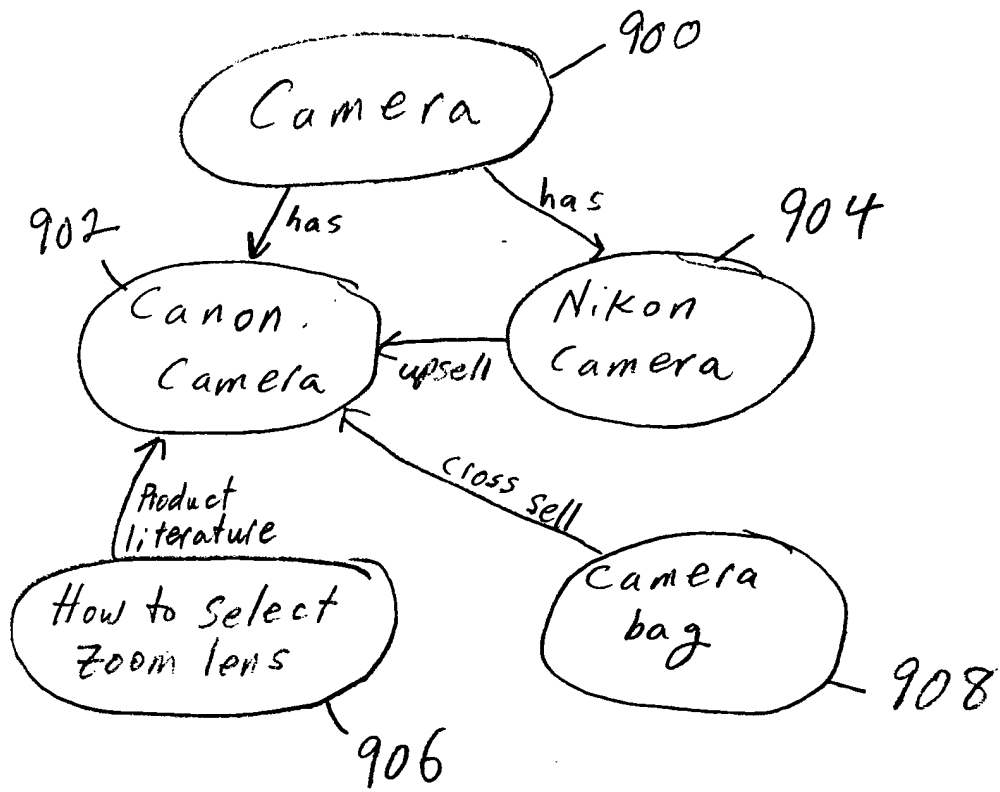


FIG 8

Cross Sells in the feature table (semantic network)

Marketing
Object

Feature

| Campaigns | Name <i>Current Item</i> | Name <i>Item</i> | Starting Time | Ending Time | Container vch | Targeting Group | Context Targeting |
|------------|----------------------------------------------------------------------|-------------------------------------------------------------------|---------------------|---------------------|------------------|-----------------|-------------------|
| Cross Sell | Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466 | Leather Photo/Audio Pouch Item 916218137347 | Jun 10 1999 10:00PM | Jul 10 2001 10:00PM | 410; 10011203; | | For Men; |
| Cross Sell | Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466 | 35MM Slide Pages, 50 Pk. Item 916218137687 | Jun 10 1999 10:00PM | Jul 10 2000 10:00PM | 410; 10011203; | | |
| Cross Sell | Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686 | Clamplite Camera/Video Illumination Device Item 916218136025 | Jun 10 1999 11:00PM | Jul 10 2000 11:00PM | 410; | | |
| Cross Sell | Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686 | Leather SLR Compartment Case Item 916218147792 | Jun 10 1999 11:00PM | Jul 10 2001 11:00PM | 410; | | |
| Cross Sell | Kids II Easy-Fit Soft Sole Shoes Item 916218141753 | ©Disney Ursula Doll Item 916218139290 | Jun 10 1999 11:00PM | Jul 10 2001 11:00PM | 410; | | |
| Cross Sell | Hewlett Packard LaserJet 3100se Printer Item 916218146440 | Hewlett Packard Bright White Inkjet Paper Item 916218145729 | Jun 10 1999 11:00PM | Jul 10 2001 11:00PM | 410; | | |
| Cross Sell | Camping Package Item 1216 | Holga 120S Box Camera Item 916218137016 | Jun 12 1999 1:00PM | Jul 12 2004 1:00PM | 410; | | Deal finder; |
| Cross Sell | Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466 | ColorPage - Color Scanner Item 916218135705 | Jun 24 1999 11:00AM | Jul 27 2000 11:00AM | | | |
| Cross Sell | Camping Package Item 1216 | Tour Gate Package Item 2007 | Jun 27 1999 12:00PM | Jul 27 2000 12:00PM | 10011207; | | |
| Cross Sell | JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833 | Bic 70 Watt 10" Powered Subwoofer Item 916218150185 | Jun 27 1999 6:00PM | Jul 27 1999 6:00PM | | | |
| Cross Sell | Bic 70 Watt 10" Powered Subwoofer Item 916218150185 | JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833 | Jun 27 1999 6:00PM | Jul 27 1999 6:00PM | | | |
| Cross Sell | The Crosley 1930's Bluebird Radio Replica Item 916218137898 | Crosley Country Wall Phone Item 916218138008 | Jun 27 1999 8:00PM | Jul 27 2000 8:00PM | | | |
| Cross Sell | Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466 | Vivitar ViviCam 2500 Digital Camera Item 916218146951 | Jun 28 1999 5:00AM | Jul 28 1999 5:00AM | 10011203; | | |
| Cross Sell | Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466 | ColorPage - Color Scanner Item 916218135705 | Aug 25 1999 2:00PM | Sep 24 1999 2:00PM | | | |

$\langle \sigma_0 V_{shelf} "101" \sigma_0 \rangle$

$\langle \sigma_0 V_{shelf} "102" \sigma_0 \rangle$

$\langle \sigma_0 V_{shelf} "103" \sigma_0 \rangle$

\vdots

FIG 10

Manager selects a first marketing object container - 1100



Select "current item" on feature list - 1102



Auto designate the first marketing object container as master for this page - 1104



Select a second marketing object container - 1106



Auto designate the second marketing object container as a slave - 1108



Look up feature binding for second marketing object container - 1110

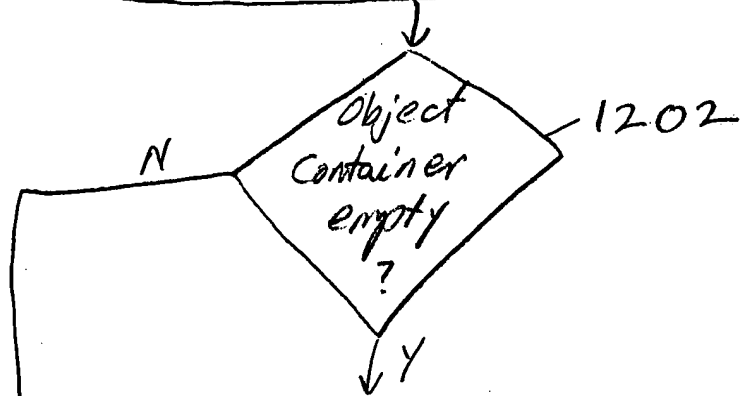


Look up feature table & identify related items for looked up feature - 1112



FIG 11

select - a marketing object
container icon 1200



select campaign type/feature 1204

select style & reselect campaign
type/feature if change mind or
empty container 1206

Add/remove/edit offers 1208

select container capacity &
display mode 1210

FIG 12

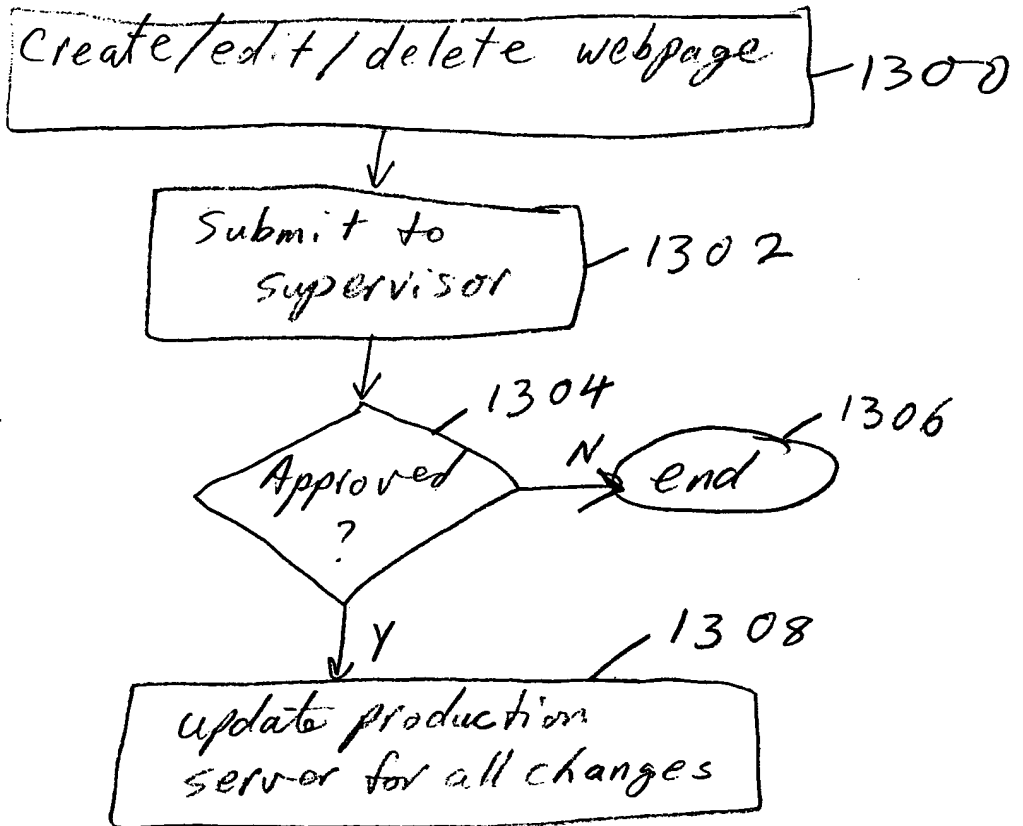
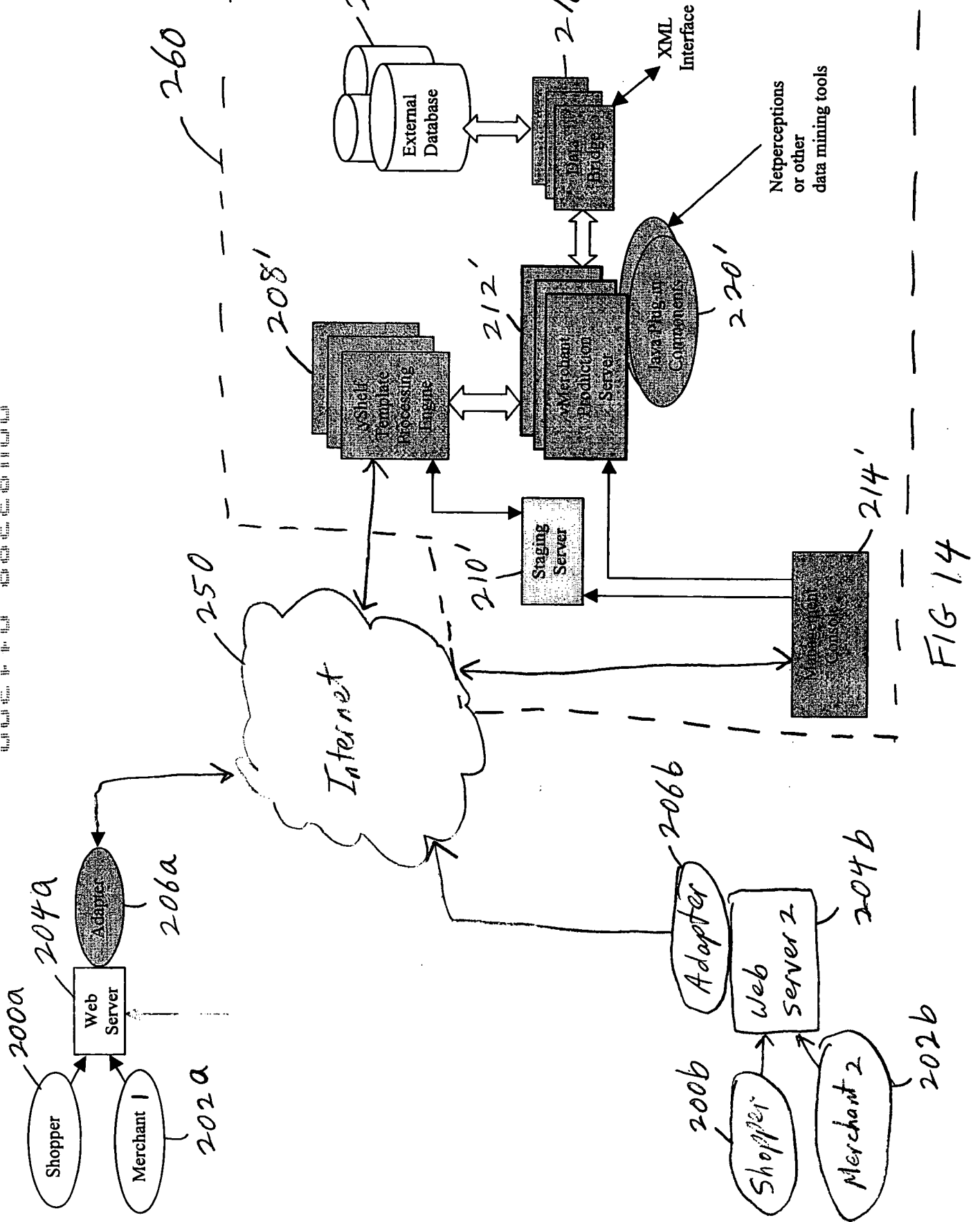


FIG 13

FIG. 14



Rent out a marketing object container to a first party, wherein the marketing object container is presented in a webpage controlled by a second party 1400

The first party associates an attribute with the marketing object container 1402

First party selects a marketing object(s) for insertion into the marketing object container 1404

The attribute and selected marketing object(s) are sent to be associated w/ the marketing object container & automatically presented on the webpage 1406

FIG 15

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Provide a first marketing object container associated with a first party

1500



Associate the first marketing object container with a 1st website, wherein the 1st website is associated with a second party

1502



Associate a second marketing object container with a second website, wherein the second marketing object container is associated with the first party and the second website is associated with a third party

1504



Associate a marketing attribute with the first marketing object container and automatically associate the marketing attribute w/ the second marketing object container

1506



Select a marketing object(s) for insertion in the first marketing object container and automatically inserting the selected marketing object(s) into the second marketing object container

1508

FIG 16

Rent out a first marketing object container to a first party, wherein the first marketing object container is presented in a first webpage controlled by a second party

1600

Rent out a second marketing object container to the first party, wherein the second marketing object container is presented in a second webpage controlled by a third party

1602

The first party associates an attribute with the first marketing object container and the same attribute is automatically associated w/ the second marketing object container

1604

The first party selects a marketing object(s) for insertion into the first marketing object container

1606

Automatically insert the selected marketing object(s) into the second marketing object container

1608

FIG 17